

**Amendments to the Claims:** This listing of claims will replace all prior versions, and listings, of claims in the application

Listing of Claims:

1-43. (Cancelled)

44. (New) A method of using a rebate computer processing system to process a rebate claim associated with a purchaser of one or more promoted products in an identified purchase transaction processed by a point of sale processing system, the purchase transaction having a unique transaction identifier provided to the purchaser, the unique transaction identifier independent of any identification of the promoted products, the method comprising the steps of:

(a) receiving in the rebate computer processing system information relating to one or more promotional offers associated with the promoted products, including a value associated with each promotional offer;

(b) receiving in the rebate computer processing system information including at least the unique transaction identifier and a product code for at least each promoted product purchased in the identified transaction;

(c) providing a user interface configured to permit direct purchaser submission of the rebate claim via a communications network, the rebate claim comprising a submission that includes at least the unique transaction identifier in association with information identifying the purchaser;

(d) after the purchase transaction, receiving in the rebate computer processing system the rebate claim submitted via the user interface;

(e) after receipt of the rebate claim, comparing with the rebate computer processing system the product code for each promoted product purchased in the identified transaction against the information relating to one or more promotional offers, and determining the collective value associated with any promotional offers applicable to the one or more promoted products purchased in the identified transaction; and

(f) providing the purchaser with the collective value.

45. (New) The method of claim 44, wherein the rebate processor is a different processor than a point of sale processor used for processing the purchase transaction.

46. (New) The method of claim 44, wherein the collective value is provided to the purchaser as a credit to an account or a card or in the form of a check having cash value.

47. (New) The method of claim 44, further comprising prior to step (a), processing the purchase transaction and assigning the unique transaction identifier using a point of sale computer processing system, and prior to step (b), sending from the point-of-sale computer processing system to the rebate computer processor the information including at least the unique transaction identifier and the product code for at least each promoted product purchased in the identified transaction.

48. (New) The method of claim 44, comprising receiving a plurality of rebate claims from a single purchaser corresponding to a plurality of identified transactions, wherein step (f) comprises providing an aggregated collective value to the single purchaser corresponding to the plurality of rebate claims.

49. (New) The method of claim 44, wherein at least one promotional offer requires the purchase of plural products.

50. (New) The method of claim 44 further comprising providing at the user interface, after receipt of the rebate claim comprising the unique transaction identifier, one or more additional promotional offers relating to one or more of the promoted products associated with the identified purchase transaction.

51. (New) The method of claim 44, wherein step (f) is not performed until completion of an event.

52. (New) The method of claim 51, wherein the event comprises expiration of a promotional period.

53. (New) The method of claim 51, wherein the event comprises a request from the purchaser.

54. (New) The method of claim 44, wherein the collective value provided to the purchaser does not require a subsequent purchase by the purchaser to realize the collective

value.

55. (New) The method of claim 44, wherein the rebate claim comprises a submission that is not pursuant to a subsequent purchase.

56. (New) A system for processing a rebate claim associated with a purchaser of one or more promoted products in an identified purchase transaction at a point of sale processing system, the purchase transaction having a unique transaction identifier provided to the purchaser, the unique transaction identifier independent of any identification of the promoted products, the method comprising:

a user interface configured to permit direct purchaser submission of the rebate claim via a communications network; and

an electronic storage and receiving device configured to:

(a) receive and store information relating to one or more promotional offers associated with the promoted products, including a value associated with each promotional offer;

(b) receive and store information including at least the unique transaction identifier and a product code for at least each promoted product purchased in the identified transaction;

(c) receive and store a rebate claim submitted via the user interface after the identified purchase transaction, the rebate claim comprising a submission that includes at least the unique transaction identifier in association with information identifying the purchaser; and

a rebate computer processor connected to the electronic storage and receiving device and programmed to, in response to receipt of the rebate claim:

(d) compare the product code for each promoted product purchased in the identified transaction against the information relating to one or more promotional offers, and

(e) determine the collective value associated with any promotional offers

applicable to the one or more promoted products purchased in the identified transaction;  
and

a transfer device configured to transfer the collective value to the purchaser.

57. (New) The system of claim 56, further comprising a point of sale processing system for processing the purchase transaction and assigning the unique transaction identifier.

58. (New) The system of claim 56, further comprising a data processor for checking for fraud.

59. (New) The system of claim 56, wherein the transfer device is configured to transfer the collective value to the purchaser as a credit to an account or a card or in the form of a check having cash value.

60. (New) The system of claim 56, wherein the user interface configured to permit direct purchaser submission of the rebate claim via a communications network comprises a designated site on a global computer information network.

61. (New) The system of claim 56, wherein the user interface configured to permit direct purchaser submission of the rebate claim via a communications network comprises an interactive computerized telephone processing system.

62. (New) The system of claim 56, wherein the rebate processor is a different processor than a point of sale processor used to process the purchase transaction.

63. (New) The system of claim 56, wherein the electronic storage and receiving device is configured to receive a plurality of rebate claims from a single purchaser corresponding to a plurality of identified transactions and to provide to the single purchaser an aggregated collective value corresponding to the plurality of rebate claims.

64. (New) The system of claim 56 wherein the user interface is further configured to offer, after receipt of the rebate claim comprising the unique transaction identifier, one or more additional promotional offers relating to one or more of the promoted products associated with the identified purchase transaction.

65. (New) The system of claim 56, wherein the transfer device is configured not to

transfer the collective value to the purchaser until after completion of an event.

66. (New) The system of claim 65, wherein the event comprises expiration of a promotional period.

67. (New) The system of claim 65, wherein the event comprises a request from the purchaser.

68. (New) The system of claim 56, wherein the collective value provided to the purchaser does not require a subsequent purchase by the purchaser to realize the collective value.

69. (New) The system of claim 56, wherein the rebate claim comprises a submission that is not pursuant to a subsequent purchase.